

Multimedia Journalism

As a student majoring in multimedia journalism at St. Ambrose University, you will learn to create news, in-depth features, sports reports, and advertising content for all areas of print, electronic, and digital media. The major also emphasizes writing, research, interviewing, and reporting skills and trains students in the technologies used by communication professionals.

In demand. News professionals may be uncertain about what the newspaper of the future will look like, but they agree on one thing: The need for skilled writers, reporters, editors and news directors will continue to grow. In fact, news professionals will be in even greater demand as more media enter our lives.

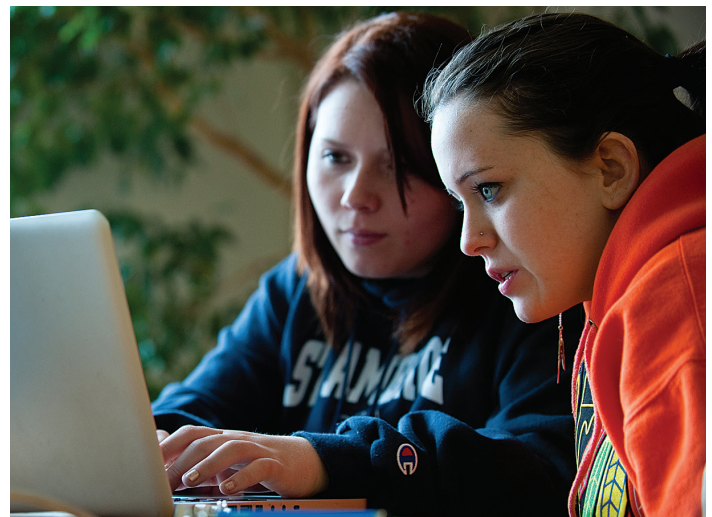
Thrive in an ever-changing field. Our core curriculum helps you make sense of a broad range of media, and prepares you to understand the ethical dimensions of the profession. The major's writing and editing focus enables you to work in all areas of print and electronic media: in-depth features, news reports, sports coverage and social media. An emphasis on publishable research, interviewing and reporting techniques will prepare you to thrive in this ever-changing field.

Begin your career right away. You'll be able to participate in the production of our campus newspaper, *The Buzz*, where you may write, shoot photos, work on design and layout, or sell and design advertisements for publication. So when you come to St. Ambrose, plan to begin your journalism career right away—the first semester of your first year.

Superman and Spiderman. It's no accident that Superman and Spiderman were journalists in their everyday lives. Like superheroes, journalists courageously pursue truth, fairness, decency and beauty to share with their audiences. They are at the center of the action. As a multimedia journalism major, you can be, too.

Ambrose Advantages

Hands-on skills and classes. Our multimedia journalism major offers a balance of hands-on skills development lab classes and concept and critique discussion classes. From the day you step into one of our classrooms, you'll be invited to contribute your ideas and to participate in our media outlets. We have a student newspaper, a campus radio station with three program streams, and a campus television operation with a 24-hour programmed channel on Mediacom cable system. The department also maintains several social media outlets.



Career Opportunities

As a multimedia journalism student, you'll follow in the steps of outstanding graduates who have found success as writers, reporters and editors with newspapers, magazines, non-profit organizations, corporate communication departments and creative agencies.

With strong writing and multimedia skills, graduates find positions at daily and weekly newspapers, on magazine staffs, in television news and sports departments, in radio sports departments, in corporate communication, in political communication, in public affairs writing for government agencies, and in nonprofit fundraising. A multimedia journalism major has proven to be excellent preparation for graduate study in communication, business administration, public administration and law.

Career Outlook

- > Digital news organizations increasingly are providing employment opportunity outside legacy newsrooms. In 2017, the Pew Research Journalism Project found over 5,000 jobs created within 35 digital-native newsrooms over the past decade.
- > Niche digital news sites grew at a 45 percent rate over the past decade (2008-2017), the Pew Research Journalism Project found.
- > More than six in 10 U.S. adults watch videos online, and 36 percent of those who watch are watching news videos, according to the Pew report. This matches the percentage of Americans who regularly watch cable television news channels.
- > Nearly 50 percent of U.S. consumers age 18-49 watch online news videos.

Alumni Success Story

Heather Hartley graduated with majors in public relations and journalism. She started her career at a small advertising agency. Now, as advertising manager for the Construction and Forestry division of John Deere & Company, Hartley manages a \$1.6 million annual budget, the bulk of which is spent on printed materials. Hartley's division produces printed materials in eight different languages serving 11 global regions. The future may hold a shift toward digital documentation, but for now the dealers and contractors are looking for printed brochures and materials.

Professionals in this field have to possess excellent communication and organizational skills, Hartley advises. Any one product launch could involve multiple staff within various locations within the Deere corporation, but also outside vendors such as photographers, videographers, or advertising agencies.

Hartley previously spent years managing marketing as a volunteer for non-profit organizations such as the Davenport Jaycees or Hand in Hand. Excellent organization and communication was vital to ensure other volunteers delivered on their commitments to programs and events.

Where Some of Our Graduates Work

A few of the companies that employ our journalism graduates:

- > *The Daily Dispatch* (Moline, Illinois), sports writer
- > Deere & Company, media developer
- > *Freemont Tribune* (Freemont, Nebraska), news editor
- > *Geneseo Republic* (Geneseo, Illinois), sports editor
- > Lehigh University, journalism professor
- > NerdWerks, social media specialist

- > PersonalizationMall.com, social media manager
- > TownNews.com, training coordinator
- > RuffaloCODY, creative services writer
- > WNWO, reporter and multimedia journalist
- > Nickelodeon, marketing coordinator
- > EPR, writer/editor
- > CCTV America, Mexico City correspondent

Your Career: Networking, Internships and Jobs in the Quad Cities

The Quad Cities is a welcoming and fun place to live as a college student. More than that, it offers a great community to help you prepare for—or even start—your career.

We're closely connected to the communication and arts organizations in the Quad Cities. They are a rich community resource, and provide a lively variety of opportunities for careers. The area has an array of opportunities for communication experts in all media. Major daily newspapers, the *Quad-City Times* and the *Rock Island Argus/Moline Dispatch*, provide an arena where writers, reporters and editors can flex their writing skills. Local affiliates for each of the major networks have broadcast stations in the Quad Cities, and a variety of radio stations offer programming that ranges from all-talk to classic oldies, and hip-hop to public radio.

These organizations contribute to the Quad Cities' reputation as a center for communications and arts, and provide exceptional opportunities for networking, internships and jobs.

Get in Touch With Us Today

We invite you to visit St. Ambrose to learn more about the opportunities here. Our quality academic programs provide one of the best private education values in the Midwest. Check it out for yourself: contact our Admissions Office, 563-333-6300 (toll-free 800-383-2627) or admit@sau.edu, or go online to www.sau.edu.

St. Ambrose University offers a Bachelor of Arts in Multimedia Journalism. For complete curriculum information and course descriptions, consult the Course Catalog at www.sau.edu/catalog.

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